

WYBC CONTINUITY ORDER

SPONSOR _____ STARTING DATE _____
ADDRESS _____ TERMINATION DATE _____
PRODUCT _____ PROGRAM LENGTH _____
DATE CONTRACT SIGNED _____ (if spot, leave blank)
COMMERCIAL LENGTH _____

TIME(S) OF DAY AND DAYS OF WEEK TO BE AIRED:

ADDITIONAL INFORMATION (selling points; location, price, special
product, etc.)

HOW OFTEN IS THE SPONSOR TO BE SERVICED? _____

COMMERCIAL COPY SUPPLIED BY SPONSOR _____, CONTINUITY DEPARTMENT _____

SALES CREDIT _____ TO BE SERVICED BY _____

